

November 13, 2003
FOR IMMEDIATE RELEASE

Contact: Allison Bussler

Phone: 262-548-7902

Email: abussler@waukeshacounty.gov

Local Delegation to Pitch Area to National Printing Organization

Waukesha County Hopes to Lure Printing Headquarters; Expand Industry Cluster

Waukesha, Wis. – In an effort to solidify the area's position as a leader in the national printing industry, Waukesha County Executive Dan Finley and a team of local officials will meet this weekend with representatives from the Graphic Arts Technical Foundation/Printing Industries of America (GATF/PIA). The local delegation will present Waukesha County as the ideal location for the printing industries' national headquarters.

"By selecting Waukesha County as a finalist for its national headquarters, this organization has recognized the high quality of life and friendly business environment our area provides," Finley said. "Should the organization select us as the location for its headquarters, Waukesha County will be the Silicon Valley of the printing industry."

The local delegation, comprised of business, education and government leaders, has proposed the Waukesha County Technical College (WCTC) campus as a site to build a new GATF/PIA custom-tailored headquarters. In September, the GATF/PIA narrowed the site choice to WCTC or its current location in Sewickley, Pennsylvania. The final vote will take place on November 16.

"WCTC offers a location that's in the core of the printing industry. There is a demonstrated history of collaboration and innovation here that includes links with all of the major players in the printing industry. Our location offers GATF/PIA the ability to tap into the synergies already in place here between printing employers, manufacturers, vendors and educational links," said Carol Brown, WCTC President.

If GATF/PIA locates in Waukesha County, it will bring national recognition to the local printing industry, create at least 70 new jobs, and lure about 6500 visitors annually. The delegation traveling to San Antonio November 14-16 includes Dan Finley, Waukesha County Executive; Carol Brown, WCTC President; Niall Power, President, Printing Industries of Wisconsin; John Torinus, President, Serigraph Inc; and Dean Flowers, WCTC Associate Dean.

The Graphic Arts Technical Foundation and the Printing Industries of America serve more than 13,000 member companies, promoting programs, services, and an environment that helps them operate their businesses profitably.

###